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Open door

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THE OPEN DOOR

EACH PERSON'S LIFE is a fine balance between the exigencies of the present and the objectives toward which he strives.

The success of any individual depends in large measure on how well he is able to distinguish and define his objectives and take them into consideration in each of his actions. This is as true for business organizations as it is for individuals.

Setting objectives, of course, is only part of the story of success. It is also important to be creative in discerning the ways in which objectives can be achieved and in developing and utilizing the necessary resources. Just as a man develops and utilizes his skills and talents, the management of a business organization develops and utilizes its people, its new products, new production techniques and financial resources.

The steps for the individual or the business organization are the same:

- Determine objectives clearly.
- Seek out creative ways to achieve these objectives.
- Evaluate each approach carefully. How much will it accomplish? What will it cost?
- Select the approach which will lead most effectively to attaining the objectives.
- Apply the energy and resources necessary to make the selected course of action successful.

ROGER R. CRANE

Born in Hamilton, Montana, Mr. Crane received his B.A. from the University of Toronto and his M.S. from the Massachusetts Institute of Technology. He was the youngest president of the international Institute of Management Sciences, has served on its council and many of its committees, and presently is editor-in-chief of *Management Technology*, a journal of this institute. A Fellow of the Operations Research Society of America and active in many other professional and management societies, he has been a lecturer at the University of Michigan and Visiting Professor at Wayne State University. Mr. Crane joined the firm in 1955 and is now principal in charge of the Management Services Central Staff.

Important as it is, the procedure is simple enough; but the problem for all of us is to find time in our busy schedules to follow it. Most of us discover that we cannot find the time; instead we must take it. We must take the time to reflect on our goals, to look into the uncertainties of the future and, in spite of these uncertainties, set a course which strikes the proper balance between the pressures of today and the requirements of tomorrow.

We can and should do this for ourselves; we can and should also make sure it is done by our clients.

